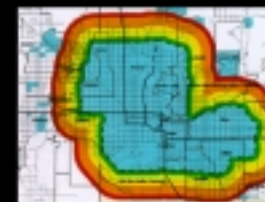




# Executive Director's



## Annual Report



MAJOR ACCOMPLISHMENTS — 2000

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# Organizational Structure and Operational Improvements

## **Presentations to National Professional Organizations**

During 2000, the Executive Director enhanced the perception of the agency through presentations to national organizations, including the National Association of Regional Councils (NARC) and the Association of Metropolitan Planning Organizations.



## **Completed Evaluations of Executive Director, Managers, and Staff**

As part of the Executive Director's effort to provide appropriate leadership for the staff, foster excellent internal communication and continue the evaluation process in the agency, the staff anonymously evaluated the Executive Director. Staff also completed evaluations for their managers. Additionally, personnel evaluations were completed for all staff members, providing important and timely feedback to employees on their performance. The results of all evaluations were very positive and useful.

## **Implemented State of the Art Technology Modeling**

Indicated our interest to the Federal Highway Administration to have MAG considered as one of the sites to test the latest transportation modeling package. This new technology would place MAG at the cutting edge of transportation model enhancements. Since this request, MAG has been invited to a national meeting to discuss this technology.

# Organizational Structure and Operational Improvements

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## Enhanced Professional Staff Capability

Increased the technical resources available to this region by searching nationally for the most experienced and professionally trained staff to address complex urban modeling needs. Individuals with several years of modeling experience were added to the staff. Having a very well trained modeling staff has allowed MAG to meet the land use, transportation and air quality challenges that have faced this region.

## Negotiated Office Lease

Successfully leased the office space for an additional five-year period. Through this negotiation, MAG managed to achieve a below-market rate and have improvements made to the existing space. This lease builds upon the improvements that we have made to the offices since we have occupied the space beginning in 1997.



MAG offices were secured for an additional five years.

## Enhanced the Ability of Staff to Access the Network from Home for Teleworking

The ability was added for employees to check their e-mail via their Internet browser when connected to the MAG network through a remote connection via modem or Virtual Private Networking (VPN). This allows teleworkers to access almost all of the features of the e-mail system without installing the software at home.

## Increased Efficiency of Staff by Allowing Faxing from Each Computer

MAG purchased a fax server to allow users to send faxes from within their e-mail programs. This makes it easier for staff members to fax to individuals and groups directly from their desks and will increase staff efficiency.

## Hosted Employee Appreciation Day

An Employee Appreciation Day and Anniversary Presentation were celebrated with a Mardi Gras theme. Awards were given to employees with five and fifteen years of service.





# Organizational Structure and Operational Improvements

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## **Established a Draft Five-Year Plan for Technology**

A draft Five-Year Technology Plan was created. This plan was developed through the combined efforts of an Internal Technology Focus Group and input from division managers. The plan provides direction for the development and enhancement of network infrastructure over the next five years as well as standards for the purchase, configuration and useful life of personal computers. Knowing that technology changes dramatically in five years, discussions continue to define future changes in demand and technology.

## **Upgraded Network Equipment to Improve Network Performance**

Staff worked to implement a plan to upgrade network equipment, to enhance performance and improve reliability.

## **Moved Transportation Modeling from UNIX to NT Operating Systems**

Transportation modeling was migrated from UNIX to NT in an effort to decrease model runtimes and stay current with technology trends. Major considerations in the transition were the availability of software, affordability and ease of use. Modelers reported being pleased with the transition. Staff is also evaluating a transition to NT for the Air Quality modeling work.



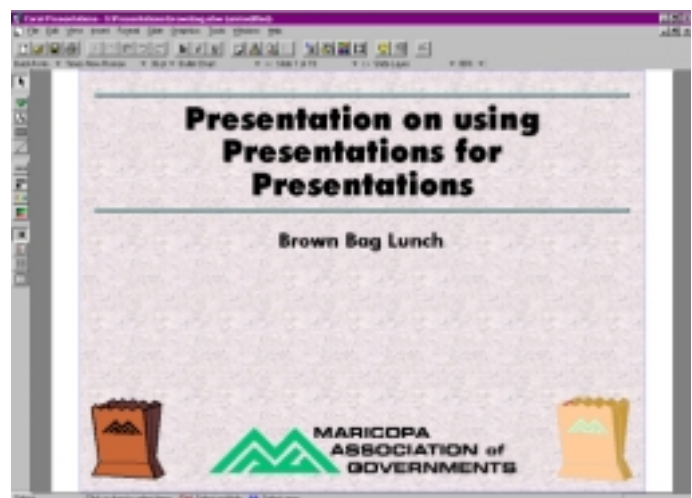
# Professional Development

## **Participated in Various Professional Development and Training Programs**

The fiscal staff participated in a broad range of professional development and training programs over the past twelve months. The professional development programs included: joint training with the Federal Highway Administration (FHWA), Arizona Department of Transportation (ADOT) and other Arizona Metropolitan Planning Organizations (MPOs) on topics such as federal grants administration and Disadvantaged Business Enterprise (DBE) program compliance. Also, in an effort to promote professional development in governmental financial management, the agency hosted the Government Finance Officers Association's Certified Public Finance Officer exam for the third consecutive year.

## **Set up Internal Training Courses for Software and Hardware**

A number of internal training courses were available to employees over the course of the last year. Employees were given the opportunity to learn more about how to use internal collaborative software packages, such as Microsoft Outlook, and business applications, such as Corel Presentations. Employees also participated in training on presentation and audio conferencing equipment. They were given one-on-one training on the operation of audio/visual equipment and attended small audio conferencing training sessions using the newly installed audio



Internal Training Presentation

# Professional Development

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conferencing equipment. This training improved staff effectiveness in meetings and moves MAG toward its goal of reducing vehicle miles traveled to participate in MAG meetings.

## **Attended Training, Seminars and Meetings to Exchange Ideas and Stay Current in Technical Areas**

Individual staff members participated in in-depth technical training and conferences on networks, system administration, and videoconferencing software and equipment. This technical training provided an opportunity for staff to exchange information with other technical professionals and member agencies. It will also aid in the completion and successful implementation of the Regional Connections and Regional Videoconferencing System projects, as well as enhance the functionality and reliability of the MAG network. Other staff technical training included using Geographic Information Systems (GIS), statistical analysis and the use of remote sensing in planning. Two staff members also passed the Engineer in Training (EIT) course and are now preparing for the Professional Engineer accreditation.



## **Transportation Modeling (EMME/2) Training**

Staff arranged for Inro Consultants to run a week-long training session on its EMME/2 transportation modeling software at the MAG location. MAG supplied the classroom and equipment and also invited member agency participation in this three-and-a-half day training session. Transportation, Air Quality and Socioeconomic modelers all participated to learn more about how the transportation modeling software works.

## **Attended Public Involvement and Environmental Justice Training**

Members of the transportation and communications staff attended three public involvement and environmental workshops during the year. The first meeting was a teleconference on proposed rulemaking by the Federal Highway Administration (FHWA) and the Federal Transit Administration (FTA) held at Arizona State University. The second workshop, also sponsored by the FHWA, was held at ADOT and focused on how Title VI and Environmental Justice can be applied to the transportation decision-making process. In December, the staff attended a three-day seminar given by ADOT on public involvement in the National Environmental Policy Act (NEPA) and transportation decision-making process.



**U.S. Department  
of Transportation**



# Professional Development

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## Participated in Communications Workshops

Communications staff participated in several media breakfasts and professional development seminars relating to communications throughout the year. The events were sponsored by the Valley of the Sun Chapter of the Public Relations Society of America.

## Attended Various Conferences Related to Human Services Planning

Transportation-related activities included a workshop sponsored by ADOT on public involvement and a conference related to the federal Access to Jobs program. Domestic violence training included a conference related to domestic violence in the workplace and local training material on workplace violence. Juvenile justice training occurred at a conference concerning over-representation of minorities in the justice system. A conference of childcare provided information on the needs of children.



National Expert Sarah Buel provided Domestic Violence Training

## Completed Employee Professional Development Activities

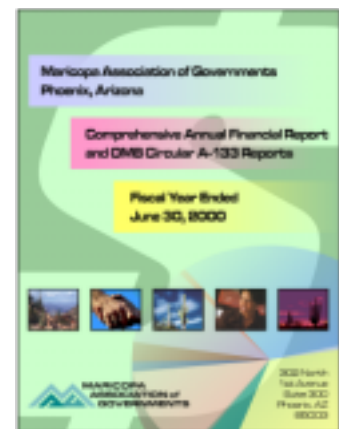
To promote professional growth and development, the employees of the MAG Environmental Division participated in a variety of activities. These activities included membership in professional organizations such as the Air and Waste Management Association; continuing educational programs at Arizona State University; and participation on committees for external organizations in which MAG has membership.

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# Fiscal Management

## **Awarded the Government Finance Officers Association (GFOA) Certificate for Excellence in Financial Reporting and Distinguished Budget Award**

The agency's financial reporting accomplishments were acknowledged by the Government Finance Officers Association (GFOA) with the awarding of the Certificate for Excellence in Financial Reporting for the agency's June 30, 1999 Comprehensive Annual Financial Report (CAFR). This is the second consecutive year that MAG has received this award. In addition, for the first time in the agency's history, MAG received the GFOA's Distinguished Budget award for the fiscal year 2000 Unified Planning Work Program and Annual Budget. During 2000, the staff successfully addressed all of the management letter and Single Audit comments from the June 30, 1999 audit. Additionally, there were no management letter comments or audit findings for the fiscal year ended June 30, 2000.



## **Completed Special Fiscal Projects**

During 2000, the following special projects were completed: a comprehensive evaluation of the agency's insurance coverage, a five-year renewal of the agency's office lease, and the incorporation of the MAG Information Center. Also, during the year the agency filed two key finance-related documents for the first time with FHWA and ADOT. The first document was the agency's indirect cost plan and indirect cost rate, which were prepared in accordance with OMB (Office of Management and Budget) Circular A-87. The second document was a procurement policies and procedures manual, which was prepared in response to a prior year audit finding. Other special projects that were started during the year and are currently in progress include the selection

# Fiscal Management

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and set-up of a fixed asset management system in anticipation of Government Accounting Standard Board (GASB) 34, and the incorporation of MAG's new 501 (c)(3) non-profit corporation, Regional Community Partners.

## Updated the Arizona Department of Transportation Contract

The agency's long-standing MPO contract with ADOT, which outlines the terms and conditions under which the agency must administer its federal and state planning funds, was revised and renewed for a five-year term in January 2000. The expiration of a previous contract provided MAG an opportunity to completely revise the outdated contract. This was the first time in over 10 years that the contract had been updated. The new contract offers administrative efficiencies at MAG and ADOT for the various programs funded under the contract. It also reflects MAG's ongoing efforts to foster a partnership with ADOT in the spirit of the federal TEA-21 legislation.



## Completed Implementation Financial Management Software

During the past year, the staff completed the conversion and implementation of the new financial management software system. In addition, members of the fiscal staff attended advanced training on the new financial management system. The implementation of the new system will play a vital role in continuing efforts to improve the internal financial management and external financial reporting of the agency.

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# Communications and Agency Outreach

## **Created Communications Division**

In an effort to bring more cohesiveness between communications functions (which formerly fell under Information Services) and public involvement functions (formerly under Transportation), a Communications Division was created to serve as the umbrella for MAG's many distinct but related public involvement efforts. The restructuring included bringing all graphics, public information, and public involvement functions under the purview of the Communications Division.

## **Provided Numerous Public Involvement Opportunities**

MAG has an adopted public involvement process that includes four stages of input: early phase, mid-phase, final phase and continuous involvement. Opportunities for input during these stages included open houses, public hearings, a transportation fair, small group presentations and stakeholder meetings. Topic-specific forums, such as the CANAMEX Corridor meetings held in Sun City West, Buckeye and Wickenburg, were also hosted. During each of the three main phases of involvement, an "Input Opportunity Report" was compiled containing summaries of written and oral input from the public, including complete transcripts of all public hearings.



CANAMEX Public Forum in  
Sun City

# Communications and Agency Outreach

## Participated in Special Events

As part of its public outreach, and to increase name recognition, goodwill and positive feelings among those who do not regularly interact with our agency, MAG hosted information booths at a number of public events throughout the year. In the year 2000, staff participated in such special events as *Sunday on Central*, the *Agua Fria Freeway Grand Opening*, *Transpo 2000*, *Try Transit Week*, *Chandler Town Hall*, and *Picnic on the Price*. To reach a broader audience, staff sought to develop fun, interactive events such as the creation of a “Wheel-of-Fortune” type game board. Participants spin the wheel and answer questions on various program categories to become a “MAG Mastermind.” Participants receive specialty items imprinted with the MAG phone number and Web site. Staff has successfully negotiated with Metrocenter to host “MAG at the Mall” events utilizing this fun public involvement tool next year.



Festivities at the opening of the Agua Fria Freeway.

## Completed “It All Adds Up to Cleaner Air” Program

In 1999, MAG was selected by the Environmental Protection Agency and U.S. Department of Transportation as a “demonstration community” for implementation of an 18-month long public education initiative known as “It All Adds Up to Cleaner Air.” Efforts to promote the program included leveraging more than \$600,000 in advertising through the Clean Air Campaign during the program period, as well as securing numerous placements for television and radio PSAs (Public Service Announcements). Additional PSA placements were secured for cinema slides featuring the campaign theme and logos, which ran for a four-week period at Harkins Theaters across the Valley. The efforts resulted in an invitation to staff to participate in a national conference in Washington, D.C. to present information to the Alliance of Clean Air and Transportation and Mobile Source Outreach Partners outlining MAG’s successful program.



## Produced Quarterly Newsletter

A quarterly newsletter, *MAGAZine*, which has a circulation of more than 3,000 readers was produced. The newsletter contains 12 pages of stories, columns, and important information about the association’s numerous activities and provides readers with an overview of events throughout the year.





# Communications and Agency Outreach

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## Produced Regional Council Activity Report

The Regional Council Activity Report provides a summary of actions taken during monthly Regional Council meetings as well as up-to-the-minute information on upcoming issues and events. This document is targeted toward MAG member agencies and individuals who are not able to regularly attend meetings, and serves as a valuable information source about major Regional Council actions and activities.



## Developed Title VI and Environmental Justice Outreach Plan

To ensure the full and fair participation in transportation and other agency decision making by all Valley residents, regardless of race, color, national origin, religion, age, gender, handicap or socioeconomic status, MAG has developed a "Title VI and Environmental Justice Public Involvement Plan." As part of the plan objectives, MAG is contracting with four Associates to serve as liaisons to the Hispanic, African American, Native American, and disabled communities. Each liaison will develop methods to engage the target community in the transportation decision-making process. The charge of each associate will be to achieve high levels of participation from under-represented communities and provide strategies that can guide and enhance outreach and public involvement efforts to minority populations and low-income populations.

## Partnered with Valleywide PIO Group

Public Information Officers (PIOs) serve as the key communication links between member agencies and the public. Staff works closely with the Valleywide PIO Group to provide consistent information and messages on issues of mutual concern throughout the region. Efforts this year included combining resources and personnel during the Y2K rollover, as well as coordinating Census outreach efforts to increase participation and ensure a successful census count.

## Improved Media Relations

MAG continued to work on improving relations with members of the media through individual meetings with reporters, targeted press releases, and widespread media outreach. These contacts led to several positive editorials and helped secure numerous media placements — leading to increased participation in MAG events and activities.





# Communications and Agency Outreach

## Secured Media Clipping Services for Print and Broadcast Venues

In order to better track the positive publicity mentioned above and to make more efficient use of staff time, MAG has begun contracting with professional media clipping services for both print and broadcast reporting. This tracking will help monitor the number and types of clips received. This information will then be used to develop strategies to target messages and focus efforts to improve the amount and quality of publicity.

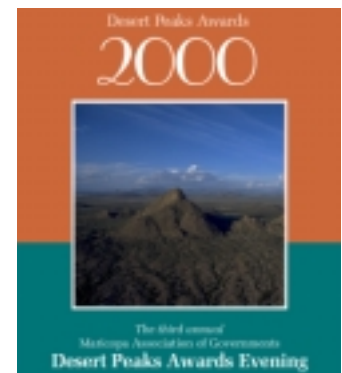


## Provided Graphics Support

Staff provided continuous update of the Web site, including updating event calendars, press releases, and the minutes and agendas of committee meetings. In addition, a Domestic Violence Web site was also created for use by the MAG Domestic Violence Council.

## Hosted 2000 Desert Peaks Awards Program

Recognized regional partnerships and projects that cross jurisdictional boundaries and result in better service delivery to Valley residents through the 2000 Desert Peaks Awards. The Awards evening was held at the Airport Marriott hotel and attracted 300 attendees. Outgoing MAG Chair Neil Giuliano gave the State of the Region address, while incoming Chair Skip Rimsza discussed the New Municipal Economy. The Desert Peaks Awards honor individuals, projects and partnerships that have demonstrated a commitment to regionalism through cooperative efforts.



## Strengthened the Working Relationship with ADOT

Worked with the Director of the Arizona Department of Transportation to build upon the positive working relationship with ADOT. This was accomplished by having an issues map completed with the management staff of both agencies and holding a facilitated partnering session with senior management staff. Following this meeting, a partnering session was held with program management staff to encourage a positive working relationship among all divisions. These partnering sessions are important due to the challenges MAG and ADOT share in planning an effective transportation system for the future.



# Communications and Agency Outreach

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## Partnered with the State Transportation Board

In October, a partnering session was held for the Regional Council Executive Committee and the State Transportation Board. At this meeting, vital state-wide transportation funding interests were discussed. This meeting began a dialogue toward a possible statewide effort to raise additional transportation funds, with a potential vote on the issue in the fall of 2002.

## Held Regional Council Retreat

Held a retreat of the Regional Council and brought in an expert from the Silicon Valley region to discuss the growing emergence of the New Economy. This discussion led to projects such as implementing a study on fiber optic connections throughout the Valley to help this region remain globally competitive. The retreat also included discussions on how to more effectively incorporate community leaders and the private sector into the MAG planning process. Options for how to involve business and community leaders were developed subsequent to the retreat, and are currently under discussion by the Executive Committee. The retreat also included discussions on how to involve Apache Junction in the MAG process and on adding the additional ADOT Board member for this region to the Regional Council. Subsequent to the retreat, Apache Junction was provided a place at the table for the Management Committee and Regional Council. In February, the Regional Council approved adding the ADOT Board member for this region to the Regional Council.



## Streamlined Agenda Communication

To streamline the agenda, staff condensed and simplified the information provided on the Management Committee and Regional Council agendas. The transmittal summaries still contain the full backup information. To assist in communicating the material on the agenda, the Executive Director now holds a telephone conference call with interested Regional Council members to answer questions regarding the agenda material.

# Communications and Agency Outreach

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## **Partnered with Business Community**

Continued to have the organization be an active participating member in several community organizations, including:

- ◆ East Valley Partnership
- ◆ Greater Phoenix Chamber of Commerce
- ◆ Valley Forward Association
- ◆ Arizona Highway Users
- ◆ WESTMARC



## **Partnered with Governmental Agencies**

Participated with the MAG member agencies in several forums to increase the dialogue regarding regional issues. These groups include the West Valley Mayors and Managers, Arizona Town Hall, the League of Arizona Cities and Towns Conference and the Arizona City/County Management Association. In many instances, multiple presentations were made to these groups.

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# Program Accomplishments

## ENVIRONMENTAL PROGRAMS

### **Submitted Revised MAG 1999 Serious Area PM-10 Plan to the Environmental Protection Agency**

The Revised MAG 1999 Serious Area Particulate Plan for PM-10 for the Maricopa County Nonattainment Area was adopted by the Regional Council Executive Committee on February 14, 2000. Collectively, the plan contains 77 air quality measures designed to attain the standard by December 31, 2006. Key to the success of this plan, the Regional Council approved an amendment to the FY 2000-2004 Transportation Improvement Program that provided \$7.85 million for paving projects to reduce dust from unpaved roads, and \$3.84 million for the purchase of PM-10 certified street sweepers. Other measures in the plan included: Strengthened and Better Enforcement of Fugitive Dust Control Rules; Curbing, Paving, or Stabilizing Shoulders on Paved Roads; PM-10 Episode Thresholds; Restaurant Charbroiler Controls; Clean Burning Gasoline; Pre-1988 Heavy-Duty Diesel Commercial Vehicle Standards; and Coordinate Traffic Signal Systems. On April 13, 2000, the EPA issued an interim final determination and also proposed approval of the plan.



### **Completed Conformity Finding for the FY 2001 - 2005 Transportation Improvement Program and Long Range Transportation Plan Summary**

The conformity finding was completed by staff on May 26, 2000 and approved by the Regional Council on July 26, 2000 after a public hearing held

# Program Accomplishments

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on June 26, 2000. The Federal Highway Administration and the Federal Transit Administration made a joint finding of conformity for the FY 2001-2005 Transportation Improvement Program and Long Range Transportation Plan Summary and 2000 Update on July 31, 2000. Under federal regulations, transportation projects cannot proceed unless they are from a conforming regional transportation plan and a transportation improvement program.

## **Completed 2000 Update and Conducted Consultation on Conformity Assessments, Processes, and Regionally Significant Projects**

Regulations require MAG to consult with federal, state, and local air quality and transportation agencies regarding various conformity processes. Staff reviewed transportation projects for compliance with the federal conformity rule and completed conformity assessments as required. Conformity assessments were transmitted to the agencies and other interested parties for consultation purposes. In addition, staff consulted on the designation of transportation projects as regionally significant for conformity purposes in accordance with Arizona conformity rules.

## **Completed Emission Reduction Assessment of Proposed Congestion Mitigation and Air Quality Projects Submitted for the FY 2002-2006 Transportation Improvement Program**

In accordance with new Federal Highway Administration guidance, staff conducted an emission reduction assessment for proposed Congestion Mitigation and Air Quality (CMAQ) projects submitted for the FY 2002-2006 Transportation Improvement Program. This year, staff enhanced the procedures for assessing emission reduction benefits and worked cooperatively with agencies to develop the evaluation criteria. The emission reduction and corresponding emission reduction per CMAQ dollar results of the projects analyzed were presented to various MAG modal committees for use in prioritizing projects for funding.

## **Developed Recommendations and Processed FY 2001 CMAQ Funding for Recommended Prioritized List of Proposed PM-10 Certified Street Sweeper Projects**

On September 1, 2000, MAG solicited PM-10 certified street sweeper projects from member agencies in the Maricopa County PM-10 nonattainment area. Twenty-one projects requesting over \$2.6 million in federal funds were



# Program Accomplishments

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received from agencies. In accordance with federal CMAQ guidance, the proposed PM-10 certified street sweeper projects were evaluated by MAG staff to estimate emission reductions. On October 5, 2000, the Air Quality Technical Advisory Committee recommended a prioritized list of street sweeper projects. On November 1, 2000, the Regional Council approved the prioritized list of proposed PM-10 certified street sweeper projects for FY 2001 CMAQ funding and retained the prioritized list for additional federal funds that may be made available to the region. Collectively, this funding will assist with the purchase of eight PM-10 certified street sweepers.

## **Developed Model Dust Control Ordinance for Extensive Public Review**

In December 1999, the Regional Council directed that a Model Dust Control Ordinance be developed that would allow member agencies to enforce dust control rules and cite violators. Workshops were conducted to receive suggestions from the public and interested parties. In July 2000, two Model Dust Control Ordinance Alternatives were presented to the MAG Regional Council for review and comment purposes. The Regional Council then approved soliciting additional public comment on the Model Dust Control Ordinance Alternatives.

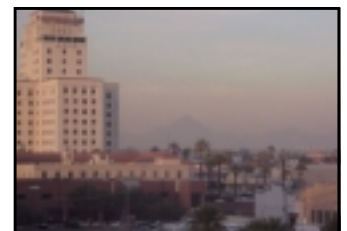


## **Submitted 2000 Vehicle Miles of Travel Forecasting and Tracking Report to the Environmental Protection Agency**

As part of the 1999 Serious Area Carbon Monoxide Plan, the Regional Council committed to annually update the forecast of vehicle miles of travel (VMT) and submit reports to the Environmental Protection Agency. The report was submitted to the EPA by September 30, 2000 as required.

## **Provided and Presented Information to the Governor's Brown Cloud Summit**

The Brown Cloud Summit was established by Governor Jane Dee Hull to identify and examine control strategies to improve visibility in the Maricopa County area in accordance with Executive Order 2000-3. The full Summit has held four meetings since June 2000. The Arizona Department of Environmental Quality conducted several informal education sessions and five subcommittees were formed to achieve specific missions. In order to provide assistance to the Summit, MAG staff attended meetings, provided technical support information, gave presentations, and reviewed technical documents.



Visibility in the Valley is often obscured by the Brown Cloud



# Program Accomplishments

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## **Provided Funding for and Participated in the Governor's Ozone Alert Program**

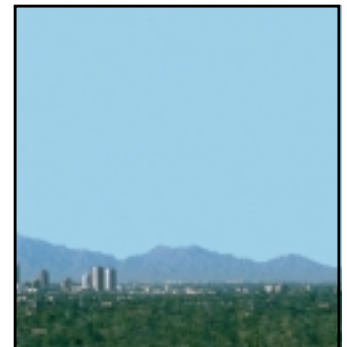
MAG came forward as the key financial sponsor (\$300,000) for the Governor's Ozone Alert Program to enhance advertising, marketing, and public relations. In partnership with the business community, this program helped to achieve no exceedances of the ozone standard in 2000. Ten High Pollution Advisory days were issued during the summer to alert residents of atmospheric conditions favorable for elevated levels of ozone. Preliminary results from surveys commissioned to measure the awareness of and response to High Pollution Advisories indicate an increase in the percentage of residents and commuters who reported a reduction in travel during an alert.



Governor Jane D. Hull

## **Obtained Four Years of Clean Data for Ozone**

Due to the air quality measures implemented by the State and local governments for several years, there have been no violations of the one-hour ozone standard in 1997, 1998, 1999, and 2000. On May 19, 2000, the Environmental Protection Agency officially proposed a determination of attainment of the one-hour ozone standard. Planning efforts are underway to prepare a maintenance plan and complete the remaining steps to redesignate the region to attainment status.



## **Obtained Three Years of Clean Data for Carbon Monoxide**

There have been no violations of the carbon monoxide standard in 1997, 1998, and 1999 due to the air quality measures implemented by the State and local governments for several years. Governor Jane Dee Hull has officially requested that the Environmental Protection Agency make an attainment determination for the Maricopa County Carbon Monoxide Nonattainment Area. Planning efforts are underway to prepare a maintenance plan and complete the remaining steps to redesignate the region to attainment status.

## **Received a \$140,000 Grant from the U.S. Department of Energy for Clean Cities Program**

In April 1999, staff completed a grant proposal on behalf of the MAG Clean Cities stakeholders. In August 1999, the U.S. Department of Energy awarded MAG \$140,000 for the Clean Cities - Dedicated Alternative Fuel Vehicle Rebate Program grant. The award recipients included five member agencies and three school districts. The funding will assist these entities in meeting



# Program Accomplishments

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state mandated requirements for fleets. The grant will provide assistance in purchasing 70 dedicated alternative fuel vehicles. Also, MAG received a Valley Forward Environmental Excellence Award of Merit for hosting the “Arizona Alternatives: Clean Fuels for Clean Cities” statewide forum. Throughout the year, MAG conducted issue forums to provide technical assistance to a wide variety of Clean Cities stakeholders.



## Initiated a Major Revision to the 208 Water Quality Management Plan

On April 5, 2000, MAG initiated a major revision to the 208 Water Quality Management Plan. The 208 Water Quality Management Plan is the key guiding document for the regional MAG 208 Water Quality Management Program. Each year, several inquiries are received about adding new wastewater treatment facilities to the 208 Plan, which is indicative of the high growth rate experienced by the region. The revision will encompass an updated wastewater treatment configuration for each member agency and a description of current State and federal water quality regulations and programs.

## Provided Technical Assistance to the City of Goodyear for Two 208 Water Quality Management Plan Amendments

The 208 Water Quality Management Plan contains the desired wastewater treatment configuration for the Maricopa County area. MAG provides technical assistance to member agencies in the preparation of amendments and conducts the public participation process. The 208 Plan Amendment for the City of Goodyear/Litchfield Park Service Company includes the Palm Valley and Sarival Water Reclamation Facilities. The 208 Plan Amendment for the City of Goodyear South Planning and Service Area includes the Lum Basin Water Reclamation Facility, an expanded capacity for the Waterman Basin facility, and an expansion of the existing Corgett Basin facility. Official Regional Council action to approve a 208 Plan amendment is required for a new wastewater treatment facility or an expansion of an existing facility to be added to the 208 Plan.



## Participated in the Arizona Unified Water Quality Permit Rewrite Project to Maintain the Integrity of the 208 Water Quality Management Plan

In an effort to streamline the state permitting process and provide improved water quality protection, the Arizona Unified Water Quality Permit Rewrite

# Program Accomplishments

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Project was conducted. The project includes 208 water quality management planning rules as part of a comprehensive permitting rules package. Participation in the rewrite project was important in maintaining the integrity of the 208 Plan and in ensuring the MAG cities and towns continue to have the maximum level of control in the approval of new wastewater treatment facilities.

## **Initiated an Update of the MAG Solid Waste Information Management System Database and Regional Recycling Information Exchange Web Site**

MAG initiated an update of the Solid Waste Information Management System Database and Regional Recycling Information Exchange Web Site. The Solid Waste Information Management System Database incorporates information on solid waste characteristics, generation, and disposal practices. The database is then used to assist member agencies in analyzing local solid waste conditions and evaluating potential management approaches. The Regional Recycling Information Exchange Web site is designed to serve as a communication link between governments, non-profit organizations, and businesses to strengthen recycling efforts throughout the region.



## **Provided Technical Assistance to the City of Phoenix in the Initiation of the Landfill and Transfer Station Siting Study**

At the request of the City of Phoenix, MAG participated in the public participation process for the new City of Phoenix landfill and transfer station. Information from the Solid Waste Information Management System database was utilized in the City of Phoenix landfill and transfer station siting study. The study is designed to effectively accommodate the solid waste management needs of the City of Phoenix over the fifty-year planning horizon.



# Program Accomplishments

## HUMAN SERVICES

### **Completed Annual Human Services Plan and Plan for Reduction of Social Services Block Grant Funds**

Each year, MAG completes an annual human services plan. This year, due to potential upcoming federal reductions in the Social Services Block Grant, the committees have developed several contingency recommendations. These reductions will affect all target groups, including children, adults, elderly and persons with disabilities. The plan included new initiatives in data compilation and collection, and new issue analysis related to human services. MAG also initiated a needs assessment survey to be used at community action programs and senior centers.



### **Convened Domestic Violence Council to Oversee Implementation of Domestic Violence Plan**

A Regional Domestic Violence Plan was developed by a wide range of community stakeholders and approved by the Regional Council in May. The plan contains 41 recommendations that focus on victim safety and batterer accountability, and include strategies related to prevention and early intervention, crisis and transitional services, long-term response and system coordination. A domestic violence specialist was hired to assist with the implementation of the regional plan and a policy council was established to take responsibility for the implementation. This Council includes representatives from the public and private sectors, clergy, foundations, providers and survivors. Initiatives are being pursued in the areas of workplace policies, medical protocols, faith-based efforts, local coordinating councils and coordinated emergency response.

### **Published Domestic Violence Materials**

The MAG Domestic Violence Subcommittee developed a safety plan to assist victims of domestic violence to be as safe as possible at home and at work. The brochure, written in English and Spanish, also includes information on items to take when fleeing the abuser. Over 200,000 copies of the brochure have been distributed. Templates of the brochure have been used by the City of Phoenix, State of Arizona, and other counties to customize and distribute the safety plan. Other domestic violence-related materials developed included a notebook distributed to the Clergy Conference on Domestic Violence; a



# Program Accomplishments

Workplace Domestic Violence Manual; a brochure related to employers and domestic violence recommendations; a manual related to Coordinated Community Response and one on Emergency Response.

## Developed Domestic Violence Newsletter and Web Site

The MAG Web site was expanded to include information on the Domestic Violence Council and its activities and recommendations. A newsletter was created and mailed to hundreds of people as one method to increase communication about this vital issue.

## Assumed Responsibility for Federal Continuum of Care Planning and Application Process for Competitive Funds for Homeless Programs

The federal government provides a significant amount of funds for homeless programs through the Stewart B. McKinney Act. MAG was asked to assume responsibility for ensuring that a regional application was submitted in 2000. A policy level committee was established, chaired by former Chief Justice Frank Gordon and composed of approximately 30 representatives of the public, private, non-profit, religious and advocacy communities. This committee is responsible for year-round planning, development and application. Staffing resources are being provided by the local and state governments and the private sector. The committees will design a Valley-wide service delivery system, based on best practices.



Domestic Violence Web Site

## Initiated Process to Develop a Plan on Elderly Mobility

The aging of Arizonans and the increasing number of older persons led to the convening of a stakeholder working group to determine how the region should prepare for the mobility needs of our elderly population. A local plan will be developed and MAG is investigating the possibility of sponsoring a national conference on the issue.





# Program Accomplishments

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## **Appointed by Governor to Arizona Juvenile Justice Advisory Commission; Co-Chairman of Planning Committee**

The Human Services Manager was appointed by the Governor to the Arizona Juvenile Justice Advisory Commission and serves as the co-chairman of the Planning Committee.

## **Appointed by Governor to Joint Legislative Task Force on Homelessness**

The Human Services Manager was also appointed by the Governor to serve as a member of the Joint Legislative Task Force on Homelessness. This Task Force was created by statute to develop recommendations related to homelessness. Three subcommittees have been formed: Prevention, Behavioral Health and Supportive Services.



MAG provides support to the  
State of Arizona

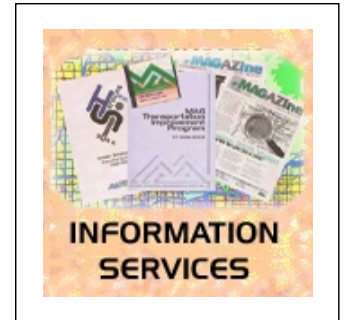


# Program Accomplishments

## INFORMATION SERVICES

### **Prepared and Received Approval of the July 1, 2000 Municipality Resident Population Updates and the July 1, 1999 Water Service Area Resident Population Updates**

July 1, 2000 Population and Housing Unit updates by Municipality in Maricopa County were prepared. The Updates by Municipality are used to distribute \$23 million in lottery funds annually, for setting expenditure limitations where necessary and for budgeting. Using a procedure consistent with the Municipality Updates, MAG also prepared July 1, 1999 Population and Housing Unit updates for the Arizona Department of Water Resources Water Service Areas. The Updates by Water Service Area are used by the Arizona Department of Water Resources to gauge compliance with municipal per capita water use targets. The Regional Council approved the Municipality and Water Service Area Updates.

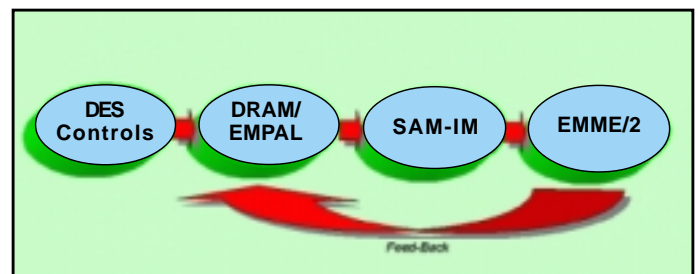


### **Completed Revisions to the MAG Land Use Classification Scheme for Mapping and Modeling Land Use**

Classifications are used to classify land in the Existing and General Plan Land Use coverages. Staff, using input from its member agencies, made revisions to the Land Use Classification System. This included expanding the number of categories reflecting both residential and nonresidential development densities and refining other categories. These revisions increased the number of land uses from 24 to 36.

### **Installed, Evaluated and Tested New Socioeconomic Forecasting Models**

New state-of-the-art socioeconomic models, “Metropilus” and the “Small Area Model - Information Manager (SAM-IM)” have been installed, evaluated and tested by MAG staff. Metropilus is the latest version of the national DRAM/EMPAL model. Both Metropilus and SAM-IM use a Geographic Information System (GIS) to model the distribution of growth spatially. These models are more sophisticated, allowing more detailed socioeconomic projections, and will ultimately allow staff to prepare projections at any level of geography.



MAG models work together to provide sophisticated projections

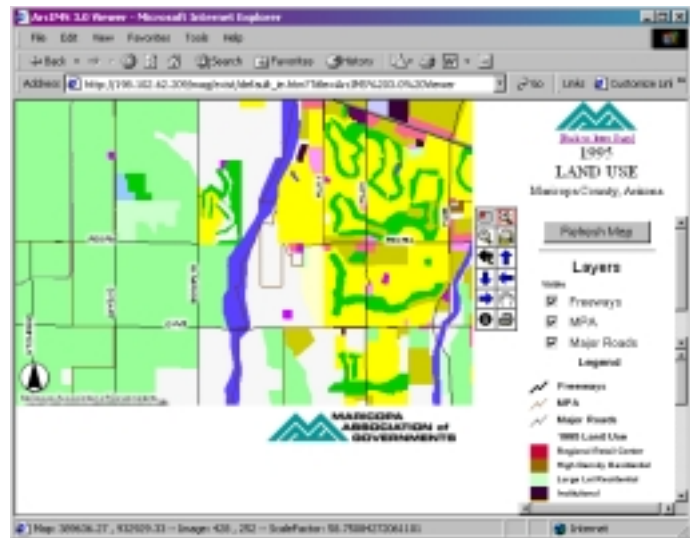
# Program Accomplishments

## Added Maps and Interactive Data to the MAG Web Site

Regional interactive online mapping and interactive data was added to the MAG Web site. It is now possible to access maps and data relating to population and employment projections, Census data, and 1995 General Plan land use on the Internet. Future updates and additions to the Web site are anticipated.

## Initiated GIS and Database Enhancement

The GIS and Database Enhancement Project will create and/or update the various databases, coverages and methodologies used in regional land use, transportation, and air quality modeling work. This update includes general plans, existing land use, development and redevelopment databases and surveys and assumptions for projecting population, housing and employment in the Maricopa area. The data and methodologies developed through this project will ensure that MAG modeling efforts are based on a current and accurate information base.



Interactive Mapping Capabilities on MAG Web Site

## Created Internal GIS/Modeling User Group

A GIS and Modeling User Group was created as an internal forum for MAG staff. This group was formed to facilitate the sharing of data and knowledge pertaining to GIS-related and modeling-related work at MAG. The intent is to ensure that staff are aware of the GIS and modeling work being undertaken by different divisions, the inter-relationships of these work activities, and the efficiencies that may be made by this collaboration.

## Participated on a Local Update of Census Addresses (LUCA) Steering Group to Enhance Census Address Update Program

Staff participated on a Steering Group established through the National Academy of Sciences to provide input to the Census Bureau on enhancements to the program for updating the address files used to distribute census questionnaires. The Steering Group developed a survey to solicit input from a sample of local governments on the Local Update of Census Addresses Program. The results of the survey were summarized in a report along with case studies of specific local governments and how they managed the LUCA program. Recommendations for enhancing the program were also made.

# Program Accomplishments

## **Worked with the Census Bureau to Establish a Program that Would Provide an Opportunity to Add Newly Constructed Housing Units to the Census 2000 Address File**



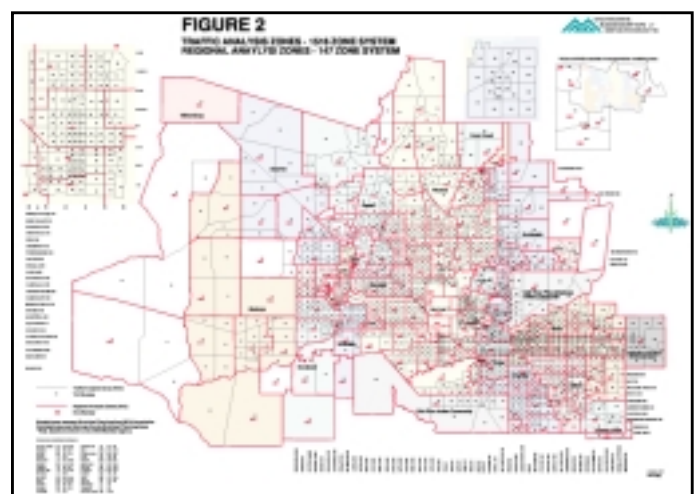
MAG management, through participation on the Census 2000 Advisory Committee, urged the Census Bureau to develop a program to facilitate including addresses of housing units constructed just prior to the census into the Census Bureau's address file. The New Construction Program, ultimately established by the Census Bureau, allowed local jurisdictions to submit new addresses to the Bureau through April 2, 2000. These addresses were field checked and verified by census personnel during the coverage improvement program. In this region almost 10,000 new housing units were added to the Census Bureau's Address File as a result of this program.

## **Provided Assistance to MAG Member Agencies and the Census Bureau**

MAG established a Census 2000 Media Group to allow local governments to collaborate with one another on publicity for Census 2000. Publicity materials developed for Census 2000 were shared to facilitate a region-wide publicity program. MAG staff worked with local jurisdictions on strategies to encourage citizens to send in their census forms during the Non-Response Follow-Up Program and the Coverage Improvement Program. Staff also assisted the local census offices by providing maps of the region and population estimates by Census Tract and municipality.

## **Completed the Verification of the Traffic Analysis Zone (TAZ) Boundaries for the Census Transportation Planning Package (CTPP) Program**

In preparation for the Census Transportation Planning Package (CTPP) 2000, MAG staff defined the Traffic Analysis Zones (TAZs) using a GIS package provided by the Census Bureau that will allow the identified zones to be entered into the Census Bureau TIGER files. The CTPP 2000 package will include journey-to-work data and demographic characteristics of households, persons, and workers that are important data components for transportation planning.



Update of GIS  
Traffic Analysis Zones

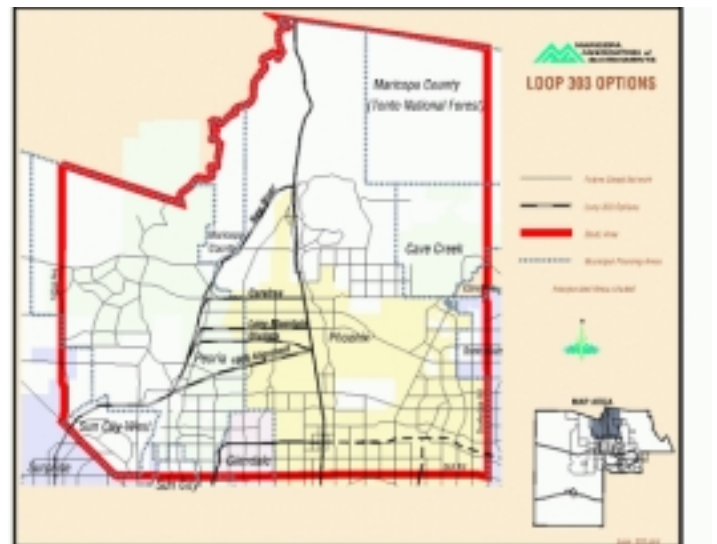
# Program Accomplishments

## Conducted Presentations and Displayed Posters at Numerous Conferences

Staff actively participated in various conferences throughout the year. Staff submitted abstracts for presentation and gave presentations on the preparation required for producing a geographic atlas such as the Urban Atlas for metropolitan Phoenix, using the Web for distribution of evaluation information for major projects such as the GIS and Database Enhancement Project, the MAG implementation of the EMME/2 transportation model, and on using GIS for modeling in sophisticated land use packages such as MAG's Small Area Model - Information Manager. Posters on tracking growth in Maricopa County with residential completions and on the socioeconomic modeling process were also presented.

## Provided Socioeconomic Alternative Projections for Loop 303 Alignment Alternatives

Staff worked closely with representatives of cities, towns, ADOT, Maricopa County and business interests to identify alternative socioeconomic projections to be used to determine possible Loop 303 alignment alternatives. The alternative socioeconomic projections used data supplied by member agencies to modify some of the base data and assumptions for the socioeconomic projections. These alternative projections were then used in the transportation models for evaluating Loop 303 alignment alternatives.



Loop 303 Alignment Studies

## Assisted City of El Mirage in Updating its Address File for Census 2000

Staff assisted the City of El Mirage with providing feedback to the Census Bureau on the accuracy of its address file that was used to distribute census questionnaires. Assistance was also provided to identify newly constructed units in El Mirage and submit them to the Census Bureau in conjunction with the new construction program. This resulted in the addition of more than 500 new housing units to the address file.





# Program Accomplishments

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## Assisted City of Tempe in Allocating Socioeconomic Projections

The City of Tempe does its transportation modeling using smaller Traffic Analysis Zones (TAZ) in the city than those used in the MAG transportation modeling effort. Staff assisted the City of Tempe by allocating the socioeconomic variables used by transportation modeling to the smaller Tempe TAZ zones. This allocation was based on further analysis of general plans, existing land use and development plans. This also included ensuring that the allocation process remained consistent with the larger MAG TAZ zones.



## Implemented Regional Connections

The Regional Connections project was designed to ensure regional connectivity by providing e-mail, Internet and a basic Web page to five member agencies who did not yet have this electronic connectivity. These communities are Buckeye, El Mirage, Guadalupe, Tolleson, and Youngtown. To accomplish regional connectivity, hardware, software, Internet service and a basic Web page will be provided to these cities and towns. MAG staff and volunteers from the MAG Telecommunications Advisory Group will assist in supporting this project.

## Installed Regional Videoconferencing System

The Regional Videoconferencing System will link MAG and its member agencies via voice, video and data using videoconferencing technology. The systems include an essential videoconferencing unit at each site comprised of a specialized monitor, a computer and a network. The MAG office will have two videoconference units and the capability of supporting multiple conference calls and videoconferences for member agencies. A marketing plan and policies and procedures for the use of the system have also been created. Marketing materials will be distributed to the site coordinators to assist them in promoting videoconferencing at each site.



# Program Accomplishments

## REGIONAL DEVELOPMENT

### Received \$3.4 Million in Enhancement Funds for Projects in the Region

Eight projects were selected by the State Transportation Enhancement Review Committee for funding, and approved for funding by the State Transportation Board in January 2000.

- ◆ In downtown Glendale, four existing alleyways will be redesigned and enhanced.
- ◆ In the F.Q. Story Historic District of Phoenix, intersections will be enhanced.
- ◆ In Tempe, an additional 3/4 mile of multi-use path along the Rio Salado will help connect to the Indian Bend Wash and Grand Canal pathways.
- ◆ An additional project in Tempe will create a 12' wide path along a canal in the Apache Boulevard redevelopment area.
- ◆ The third phase of the Chandler Paseo was funded, which will provide a multi-use path along 1.5 miles of the Consolidated Canal.
- ◆ In Gilbert, a 1.5 mile portion of the Heritage Trail will link improvements in Mesa and Chandler along the Consolidated Canal.
- ◆ Four pedestrian crossings across Grand Avenue at 83rd Avenue and Peoria Avenue will be constructed to allow safe access from the north and south sides of Grand Avenue.



### Collaborated in the West Valley Rivers Project

The West Valley Rivers Project is comprised of two separate projects: the Agua Fria Watercourse Master Plan, funded by the Flood Control District of Maricopa County, and the West Valley Multi-Modal Transportation Corridor Plan, funded through the ADOT Transportation Enhancement Fund Program and initiated by MAG. The MAG project is to develop a plan for a 42-mile non-motorized transportation system of urban and rural trails along the New River and Lower Agua Fria River. Both studies are scheduled for completion in the spring of 2001.





# Program Accomplishments

## Initiated the Regional Off-Street System (ROSS) Plan

The ROSS Plan will include a region-wide system of off-street pathways for travel by bicyclists and pedestrians. These paved pathways and unpaved trails would be located in areas such as canal banks, linear parkways and flood control channels throughout Maricopa County. The plan will help provide a way for people to travel to local destinations by walking or bicycling. The goal of the ROSS plan is to help make bicycling and walking viable options for daily travel trips, leading to an improvement in air quality and relieving congestion. Creating the plan and its priorities will help provide support for federal transportation funding requests. The planning process began with a Regional Trails Forum in January 2000, and is scheduled for adoption by the Regional Council in early 2001.



Example of trail analysis along the abandoned rail line, Creamery Branch, Tempe

## Awarded Three Grants for the Design of Pedestrian Areas and Completed Design of One Pedestrian Area through the MAG Pedestrian Design Assistance Program

The MAG Pedestrian Design Assistance Program was initiated in 1995 to encourage the development of designs for pedestrian facilities according to the MAG Pedestrian Area Policies and Design Guidelines. The intent of the program was to stimulate integration of pedestrian facilities into the planning and design of all types of infrastructure and development. Eight pedestrian projects have already been initiated with the program, which has leveraged funding for pedestrian facilities. For example, an investment of \$310,000 in eight projects has leveraged \$1.5 million in federal transportation funds for pedestrian areas, which does not include local or private funds used to construct the designs. Due to the tremendous success of the program, \$375,000 in design assistance will be available over the next three years.

## Completed Valley Vision 2025

In February 2000 the Valley Vision 2025 Report and Summary was completed. This includes a call to action, a summary of the public forum rankings, draft vision goals, and a summary of the visioning process.



# Program Accomplishments

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## **Adopted Environmentally Sensitive Development Standards**

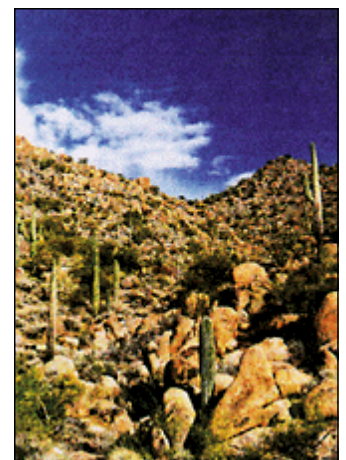
The Regional Council adopted the policies and design guidelines for Environmentally Sensitive Development Areas, as recommended by the Desert Spaces Subcommittee. The purpose of the recommendations is to provide guidance to the public and private sector in making development decisions for projects located in these areas.

## **Received Transportation and Community and System Preservation (TCSP) Pilot Program Grant for Growing Smarter Implementation Project**

In August 2000, MAG received funding for assisting in implementing the Growing Smarter legislation. The grant has two broad goals: (1) to encourage a consistent regional approach to planning for Growing Smarter Plus, and (2) to create a policy framework to facilitate transportation, infrastructure, and open space investment decisions. Working with the Ad Hoc Planners Advisory Group, MAG staff will develop a series of “best practices” in local planning issues for member agencies, and will provide the regional perspective for general plan updates through a series of technical reports on the region. An impact assessment of the individual general plans of member agencies will also be conducted.

## **Completed Final Report, Desert Spaces Plan Implementation**

The Regional Council adopted the recommendations of the Desert Spaces Implementation Task Force to implement the MAG Desert Spaces Plan adopted in 1995. These include the identification of funding sources, the formation of a citizen’s committee, and continued technical support from MAG staff.

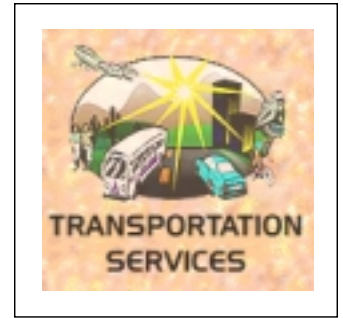


# Program Accomplishments

## TRANSPORTATION

### **Conducted Park-and-Ride Site Selection Study**

Identified twenty sites for park-and-ride lots near regional freeways to support express bus service and car and vanpools. Programmed the design and construction of ten sites in the MAG FY 2002-2006 TIP. Developed design standards for the sites. Also initiated work on the federally required environmental documentation for park-and-ride lots in Gilbert, Mesa and Glendale.



### **Determined the Partial Route for the CANAMEX Corridor through Maricopa County**

Completed the initial phase of a joint study with ADOT and developed a joint recommendation for the future designation of the CANAMEX corridor through the MAG region. Initiated the second phase of the feasibility study with MCDOT and ADOT to determine the corridor between the SR 85 / I-10 junction and the Wickenburg Bypass. This study generated extensive turnout at public meetings.

### **Developed a Cost Model for the Regional Freeway System**

Developed a maintenance and operations cost model and budget for the freeway system in Maricopa County. The model covers all elements of operations and maintenance, relying on a specific cost basis for each component (lane miles, center-line, number of structures, etc.) to generate an estimate of the annual cost for each component for the completion of the Regional Freeway Program.

### **Completed the Regional Intelligent Transportation System (ITS) Strategic Plan**

The plan will guide the development of ITS solutions that address regional transportation needs. ITS technologies will allow better utilization of our transportation systems by improving traffic flows and reducing bottlenecks and congestion. The ITS Strategic Plan provides an integrated approach to implement and manage these systems.



ADOT Freeway Management System Control Center

# Program Accomplishments

## Established the Freeway Service Patrol

A partnership between FHWA, ADOT, MAG and DPS was established to launch the Freeway Service Patrol. The Freeway Service Patrol will provide motorist services and incident management services to aid disabled vehicles. The patrols will improve traffic flows and reduce the burden on sworn law enforcement officers.



Freeway Service Patrol vans will improve traffic flow by assisting disabled vehicles.

## Prepared the 2000 Annual Report for the MAG Regional Freeway Program

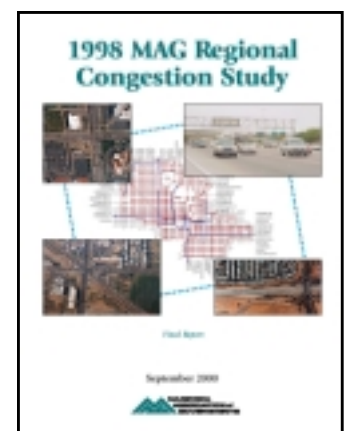
For the ninth year, projects for the MAG Regional Freeway Program have not been delayed or postponed due to the lack of financial resources. The Program remains scheduled for completion in 2007.

## Initiated the Process to Develop the Regional Transportation Plan

MAG initiated the process to develop a new Regional Transportation Plan for the MAG region. This Plan will provide the blueprint for future transportation investments in the region. MAG has selected the consulting team that will provide assistance in the preparation of the Plan, formed a group of MAG members to serve as Regional Transportation Plan advisors, and developed a work plan to complete Phase I by the end of 2001.

## Completed the MAG Regional Congestion Study

Based on aerial photography and other data, MAG completed a study to quantify the congestion on 190 miles of freeway and at 700 major intersections in metropolitan Phoenix. The database developed includes year 2000 traffic counts and 50,000 aerial photographs. The information is being used by MAG to calibrate the MAG transportation models as a base for regional planning and for traffic engineering studies.



## Completed the MAG Mode Choice Study

The regional travel forecasting model was improved to address two new features. The first change was to include automobile trips to the light rail stations. The second change was to incorporate the ability to simulate tolls. This allows the model to analyze how freeway lanes and traffic flow would change if HOV lanes were used by single occupancy vehicles paying a toll.



# Program Accomplishments

## Completed the MAG External Travel Survey

The MAG External Travel Survey was conducted to quantify the traffic movements into and out of the region. The survey included information on vehicle type, time of day for the trip, trip purpose, and residence of the travelers. The results of the survey will be used to calibrate the regional travel forecasting model.

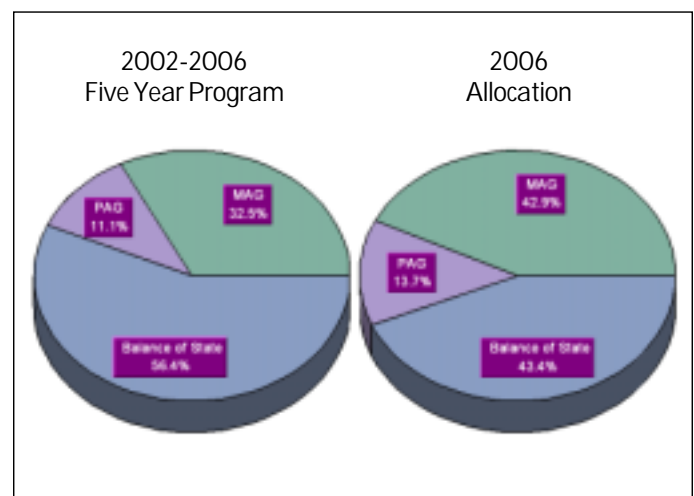
## Initiated Future Transportation Funding

The current MAG Long Range Transportation Plan has counted on receiving periodic gas tax increases and an extension of the sales tax, which have not been forthcoming. This has caused a \$9 billion revenue shortfall in the MAG plan. The message for additional revenue has been presented on numerous occasions to the Governor's Transportation Vision 21 Task Force. In October, a joint session of the MAG Executive Committee and the Pima Association of Government's Regional Council was held to discuss funding needs in Arizona. As a result of this meeting, a statewide effort was discussed to secure additional transportation funding, with a statewide meeting of local elected officials planned for May 2001.



## Increased Transportation Funding

As part of the historic Casa Grande Resolves, which created the Resource Allocation Advisory Committee (RAAC), a mechanism was provided to discuss equitable transportation funding to the various regions in Arizona. This year in the RAAC process, the MAG region will receive 32.5 percent of the discretionary funds for FY 2002-2006 and 42.9 percent for the single year allocation for 2006. This is a significant improvement from two years ago, when MAG was to receive 10.5 percent of the funding. The MAG allocation has increased from 24 percent, to last year's 28 percent and now to 32.5 percent. This steady increase has contributed millions of dollars to this region for vital transportation investments.



Transportation Program funding in the current plan and expected funding increase in 2006.



# Program Accomplishments

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## **Accelerated the MAG Freeway Program**

Accelerating the MAG Freeway Program from 2014 to 2007 required borrowing against future federal funds (Grant Anticipation Notes or GANS). This year, MAG began this process by working cooperatively with ADOT in issuing GANs for the Pecos Road connection to Interstate 10. This innovative financing required MAG to work with our General Counsel in preparing the necessary legal documents for this acceleration. This work on the Pecos project will serve as the template for future GAN issuances for the acceleration of the system.



## **Initiated Work on the MAG Regional Aviation System Plan (RASP) Update**

Executed consultant contract for work. The goal of the update is to meet the twenty-year transportation needs of the region in a safe and efficient manner.

